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**ABSTRACT OF THE DISCLOSURE**

A method and apparatus for information labeling and control includes central station equipment which combines a program signal with content labels which separately and continuously identify the audio, video, and data content of the program 5 signal, and user station equipment which generates a local content label identifying program material which is acceptable to the user. By comparing the two labels the user station equipment can block or substitute alternative audio, video, or data for offensive portions of a program signal received through a transmission or stored for 10 playback on various media such as video tapes, audio tapes, CDs, computer disks, optical storage media, and video game cartridges. Exemplary embodiments of the invention also relate to a method and apparatus for creating the local content label.